

THE

QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



—Photo by Dale Koehn

25 Cents

Shooting the Headlines!

APRIL, 1941

THE QUILL

A MAGAZINE FOR WRITERS, EDITORS AND PUBLISHERS

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AT DEADLINE

By R. L. P.

THE Negro race has often been kidded in story and song for its proclivity toward exaggeration in speech, grandiloquent titles, and such.

But that inclination seems to be more or less a part of American scene in general—as witness some of the titles banded about by members of white fraternal organizations.

However, what we're leading up to is this item from the Bardolph (Ill.) News, which states: "Civilization is advancing. Hereafter the dog catcher at Peoria will be known as the 'Canine Control Officer.'"

And that brings up the story of a certain office boy on the Detroit News—that is, he was an office boy until recently, when Uncle Sam called him for a year's training.

One day the editorial switchboard buzzed and a feminine voice asked sweetly for MR. Blank.

"Mr. Blank?" replied the 'phone operator, rather puzzled, "I don't believe we have anyone by that name in the editorial department. Perhaps you want the advertising department?"

"No," replied the dulcet tones of the caller, "I'm SURE Mr. Blank is in the editorial department—and he has a BIG job. He's the Superintendent of Manuscript Transmission."

"Superintendent of Manuscript Transmission?" exploded the long-suffering operator. Then the light dawned. "Oh, you mean Mr. Blank—just a moment. . . ."

Whereupon the operator called to the 'phone the particularly crusty office boy whose principal chore was to shoot copy-filled tubes from the city room to the composing room.

The young man, it developed later, was in the habit of flashing cards identifying himself as "Superintendent of Manuscript Transmission, the Detroit News."

The office expects him to return from his year's training with at least the rank of a General.

THIS same office boy was the—should we say hero or subject—of the following item penned by our favorite columnist, H. C. L. Jackson, in his "Listening in on Detroit" column in the Detroit News:

We were sitting at the desk of an executive in a certain large organization when through the door stepped a dapper young man. From his mien we thought he was at least the boss' son. And that's what we asked after he'd slung a letter on the executive's desk and dawdled out.

"Boss' son, huh," sniffed the executive, "no, that's Crusty. He's one of the office boys."

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With Its 'Staff' Numbering Nearly 50,000 'Reporters,' This Paper Really 'Covers the Town'!

By HERSCHEL CAPLAN

FIFTY thousand reporters at a total cost of \$10 a week!

That's the staff that the Amarillo (Texas) *Globe-News* boasts, and the reason behind it is a simple little contest that was placed on a permanent basis in September, 1937.

Amarillo, a town of some 52,000 people, is a lively, progressive city where a lot of things happen that newspapers like to print—if they can find out about them.

The problem that faced the hard-working *Globe-News* staff was how to find the many little stories that spring up every day and that the readers like to find in their favorite daily.

People tire of reading how many buildings were bombed in the latest air raid on London or what the Japanese foreign minister told American newsmen. They're interested in these subjects and want to keep up on them, but they like to read other things, interesting little occurrences in their own city and concerning their friends and neighbors.

The *Globe-News* staff was doing a good job of covering the town and reporting the news, but neither the staff nor the editors were satisfied to leave the job there. They wanted to find the little human interest stories. Their problem was how to uncover these stories when the staff already had its hands full.

SO, one day in September, 1937, the staff heads gathered for a conference, and the permanent *Globe-News* weekly News Tip contest was started. The contest had been used off and on for several years and had been found to be highly successful,

so it was decided to try it as a permanent institution.

The plan called for enlisting every man, woman and child in Amarillo as a *Globe-News* reporter. It was decided that \$10 would be awarded every week to the three tips that led to the three best stories of the week, either news or feature. First prize was to be \$5; second prize, \$3, and third prize, \$2. In addition, the names of everyone calling in tips were to be printed in the story that announced the winners. People like to read their names in the papers.

It was decided that the *Globe*, the afternoon sheet, would run the News Tip contest stories announcing winners, but the staff soon found out, after the city became acquainted with the contest, that tipsters knew no time limits. The first *Globe* men on the job before 7 a. m. would start getting tips almost as soon as they were at their desks, and the men on the last night trick would get calls until they left the office and went home.

And the tips don't stop with the opening and closing hours of the *Globe-News* office. They come in all night, as long as someone is around to take them. On several occasions when big stories have broken, tipsters have called staff members at their homes to tell them of the stories. The News Tip contest, too, knows no age limit, for children are frequent callers and on many occasions have won prizes.

The general attitude towards the News Tip contest was expressed recently by a filling station attendant who told one of the *News* editors that he had submitted



Herschel Caplan

tips and had finally won a prize. From that time on, he said, he was constantly on the alert for something that he could phone to the *Globe-News*. It's that attitude that is making the News Tip contest the success it is.

WHEN a news tip comes in to the *Globe-News* office, the switchboard operator gives the call to the city desk, and it is then relayed to a staff writer.

Hooking the tipster directly to a reporter often saves valuable minutes, since many people who phone in tips can give the reporter all the information he needs. If the tip concerns a news event such as an accident or fire, the reporter checks with the proper city authorities, but in the case of a feature or human interest story he can get everything he needs from the tipster. *Globe-News* reporters and editors who have worked with the News Tip contest since its inception say that information given by news tipsters is surprisingly accurate. Very little wrong information has been given in news tips.

Often someone will phone the paper out of curiosity rather than from a desire to win prize money and will want to know why there are two police scout cars and an ambulance at a certain corner, or why a wrecking crew is working on some building. The paper will give what information it can and will immediately assign a reporter to investigate the call. Many are the good stories uncovered by "curiosity" calls, and many is the time that the call was the first the paper knew of the occurrence.

Some people are too diligent in their efforts to report tips, the *Globe-News* staff has found.

The city desk phone rang one afternoon, and a *News* deskman answered.

"I would like to give a news tip, please," a woman's voice said.

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VARIOUS newspapers have attempted "news-tip" contests but seldom with the success achieved by the Amarillo (Texas) *Globe-News*, as described by Herschel Caplan in the accompanying article.

Mr. Caplan is majoring in journalism at the University of Minnesota, where he is assistant city editor of the *Minnesota Daily*, director of the *Daily Survey of Campus Opinion*, and a member of Sigma Delta Chi, professional journalistic fraternity.

Perhaps you will wonder, as we did, how he happened to know so much about a contest in Texas. The answer is that he spent the summer of 1938 on the staff of the *Amarillo Times* and the summers of 1939 and 1940 with the *Amarillo Globe-News*. During part of the summer of 1939, he had charge of the news-tip contest on the latter paper.

WHEN Israel Auerbach, young journalism school graduate, accused the publishers, managers and editors of small daily papers and country weeklies of gross neglect, bad manners and lack of consideration for the feelings of their fellow newspapermen in the March issue of *THE QUILL* he stirred several readers to reply.

His charge was based on their alleged failure to answer letters—application for job letters—written to them. He reported sending out more than 200 such letters and of getting replies to 40 per cent of them.

"But what," he demanded, "of the other 60 per cent?"

THE following open letter to Mr. Auerbach was written by Joseph B. Cowan, now of the School of Journalism at the University, who has spent five years as a country newspaper editor, seven years as a teacher of journalism, and six years as a student of journalism.

His remarks are addressed to the members of 1941 graduating classes in journalism as well as to Mr. Auerbach.

Dear Mr. Auerbach:

As a former country newspaper editor and also as an applicant for many positions, I should like to answer your letter as published in the March issue of *THE QUILL*. Since I have been on both sides of the fence, I feel that I have a word of advice for fellow members of Sigma Delta Chi and that host of 1941 candidates who will be applying for positions with the forthcoming graduation exercises.

The reason you received replies from the metropolitan newspaper editors is because they probably had secretaries to write their letters and they were not paying for the stamp bill. On the other hand, the editor of the weekly newspaper and the small city daily newspaper editor are busy trying to edit their entire newspapers and then when they have to buy their own stamps, they are more careful about answering all of their correspondence.

I believe that all letters of application should have inclosed in them either a self-addressed stamped envelope or a self-addressed postcard for a reply. After all, the editor to whom you are writing has no obligation to answer all of the queries he receives.

The average country editor has about 30 cents worth of stamps in the petty cash drawer and he uses them only when he has to write to someone about an expired subscription or to an advertiser who is delinquent in his first of the month payments. Most small town newspapers operate on a small margin of profit and they figure that the applicant for a position is in a better position than they generally find themselves to pay the postage on employment inquiries.

I have written many letters of application which have not received an answer and I have also received let-

Young Man With a Gripe!

ters of application which to this day have not been answered. When those letters arrived, I was busy trying to get out the next issue of the paper and then sometimes I did not have a surplus of postage stamps in the drawer to answer all of the mail which came over the desk on that particular day.

During the past several years so many applications have been received by newspapers over the country that it would be impossible to answer all of the queries. For example, you say that you wrote 200 letters of applications; during the past year there were 17,160 students registered in the schools and departments of journalism throughout the United States. If all of these students had written 200 letters each, you can readily see what a task it would have been to answer all of these queries.

Rather than blanket applications, I think you will find it better to follow definite leads rather than to try to cover the entire field of journalism in applying for a position. You must remember that you are greatly interested in securing a position but few employers are interested in your services. That axiom is as true as the law of supply and demand.

BECAUSE countless journalism school graduates soon will be looking for jobs—hopefully sending out letters of application and seeking interviews—we believe that Israel Auerbach's lament in the March issue of *The Quill* and these replies will be of general interest.

That the handling of these letters is a problem becomes apparent when the situation is surveyed. Auerbach wrote 200 letters—and he is but one of a host of eager young men and women wanting to get a toehold in journalism.

How, then, to meet the situation?

Henceforth, if you want many replies, inclose the postage for the return message; it will make the negative replies no sweeter in their tone, but it will bring you hasty satisfaction that every man has to go out into the world and make himself known that he is worth his hire and that although you may think that you have conquered the intricacies of your profession, you will find many bright youths throughout the country know as many or more answers than you pride yourself in knowing; the era of intensive competition is at hand and everyone who will not be disappointed has to reconcile himself to this situation.

Keep your chin up; take a few licks on it; pay for them while you are taking them, and at the same time, do not blame anyone for not sympathizing with you. The men in journalism who have made their marks have made them the hard way; they expect the present and future generations to make them the same way; that is the way of life—if you cannot stand the disappointments, chances are you cannot keep your equilibrium during the dizzy eras of success.

THE Auerbach charges also brought this letter from L. L. Coleman, publisher of the *Mobridge (S. D.) Tribune*:

To the Editor of *THE QUILL*:

Because I unfailingly take the time to answer letters of all job applicants, the *Tribune's* society editor laid the March issue of *THE QUILL* on my desk (when she thumbed through it before I had the opportunity), open to page 9 and Israel Auerbach's "I've Got a Gripe."

His name recalled the application he had sent me when he was making his get-a-job campaign, and turning to the file marked "applications," I not only found Mr. Auerbach's application but the enclosed carbon copy of my reply to him. Since his letter was dated Aug. 23, 1939, and my reply Aug. 26, I feel that he must have approved of my promptness, if not my rather brusque answer. Since his was one of some 65 applications which received personal typewritten answers, I took an easier way of solving this problem the next time I ran a help wanted ad.

The mimeographed letter also enclosed was used to bridge the "woeful lack of consideration on the part of weekly and small daily editors" without hiring a stenographer especially for the purpose. Although I agree with Auerbach that job applicants are certainly entitled to a reply, particularly if they enclose photos or copies of references, I can easily see why the average small town editor does not have the time to write some 50 to 100 letters each time he runs a help wanted ad. I also believe that part of his plaint is because many of his let-

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Art Edson

ONLY a psychiatrist could explain why, but nine out of ten newspapermen will confess that they often have hankered to be sports writers. Furthermore, they never are the least bit backward in admitting that, if given a chance to try their hands, they would make Joe Williams, Grantland Rice and Henry McLeMORE look like pretty small potatoes.

The mouse on the rim will creep over to your desk to reveal that once in Springfield, Mo., when the regular sports writer laid off to get married, he filled in as a football expert, and did a bang-up job of it, too. Everyone said so. The managing editor almost died laughing it was that comical.

The market editor will stop steadyding wheat and rallying corn to observe that the official scoring on Sunday's baseball doubleheader was horrendous. In a fatherly way he will offer tips on how to discern a basehit, hinting all the while that even he might be persuaded to fill in some night when the regular baseball writers are indisposed.

Where the rumor started no one knows, but there's a universal feeling that sports writers have nothing to do but cover a few big football games in the fall, mooch off the baseball team in the summer, and turn in whacking big expense accounts. Yep, all beer and skittles. Imagine being paid to look at a ball game!

FOR the benefit of those newspapermen, past, present and future, who dream of stooping to sports one of these days, I have collected a few tips which should come in handy.

First—A sports writer should be innocent of the American language. If it can be conveniently arranged, he should be born a Chinese. Common, run-of-the-mill words wreck a sports writer's style.

I once knew a gent who was so talented he never once allowed the word "homerun" to sneak into his copy. He substituted "circuit clout," "four-master," "four-bagger," "fence-topper," "bag-

So You'd Like to Be a Sports Writer, Eh?

By ART EDSON

cleaner," etc. His vocabulary was so wondrous that at times he was completely unintelligible. Practically everyone thought he was a genius.

Second—Our fledgling sports author should by all means be 105 years old. In his time, man and boy, he should have seen every important fight, every world series, every Kentucky Derby, every Olympic champion.

He should be able to give accurate, inside stuff on each star of yesteryear and explain why he was vastly superior to any of the pallid pigmies we have around today.

He should be able to give the exact hour that John L. Sullivan won the world's heavyweight championship, from whom and why, for background, my friends, is nine-tenths the battle in sports. This can be acquired from literature, but he who consults the record books publicly for his answer is forever branded a fraud and a fake.

THIRD—He must be at least 6 feet, 3 inches tall, weigh 225 pounds, and be a former Golden Gloves heavyweight champion.

The most adept fence-straddler must sometimes make a choice. It was either a hit or an error, buddy, so make up your mind. The most persistent Pollyanna finally will see an exhibition so utterly shameful he will be forced to cry, "Fraud!"

And, gentlemen, you're dealing with a class definitely on the robust side. The pen may be mightier than the sword, but it's a poor substitute for a well-aimed uppercut.

Fourth—He must have been a stellar student at Jeffers' Jiffy Business University, Figures Righted While You Wait. No one but a sports writer who was miserable at addition, as was, and is,

your correspondent, can tell you how much mathematics means to your true sports fan.

Box scores must balance, the league standings must check, the hitting averages must be up to the minute. A surprising amount of sports scribbling is nothing more or less than bookkeeping.

Fifth—The sports writer must have a theosophist for a mother and a swami for a father, for he's cursed with varying breeds of occultisms the rest of his life. It's no longer enough to say that a certain game or fight or race is scheduled. It's also necessary to name the winner as well as reveal the details leading up to the victory. Some of this can be arrived at more or less scientifically; most of it is pure guesswork liberally sprinkled with purest hokum.

THIS could go on and on, but you're beginning to get the idea. Sports writing, like ditch digging or lion taming or being president, has its problems.

Every ball game isn't of the nail-gnawing variety. And the paper must go to press, remember, even in those stale and weary off-seasons. So if you never make the transition to sports, don't feel too badly. Maybe you wouldn't have liked it, anyway.

But if you do make the change, and you do start living what Westbrook Pegler once called "the life of Reilly," you probably will have a hard time returning to such prosaic pursuits as police reporting or editing the church page.

And some day as you sit atop the grandstand as the crowd roars and you lean forward to see the furious finish, the pay-off punch, you may pause a moment to reflect and pinch yourself.

"Imagine," you'll say just as you so often said before, "imagine getting paid to look at a ball game!"

ALL those journalism graduates and other young newspapermen who don't aspire to be drama critics or columnists, it appears, would like to be sports writers. And the aspiration isn't limited entirely to them, it would seem from this article.

Art Edson, who writes the piece, was graduated from the University of Missouri in 1934, remained for a year of graduate work and then hied himself to the Oklahoma City *Oklahoman* and *Times*. He put in four years covering every conceivable sports assignment, then settled down to the job of putting out the sports pages of the *Times*.

Survey Shows Some Steps Papers Are Taking Toward



M. Allan Palmer

THE war, headlined by aerial exploits, has made the American people more aviation-minded than ever before," Bill Rutledge recently said in his "Write of Way" column in *THE QUILL*. "The consequence of this situation has been to greatly enlarge the field for writing in connection with aviation feature articles and aspects of aviation, and fiction with aviation as a background."

This comment was aimed at free lancers, but it might well be heeded by newspaper writers and editors as well. There are many more readers of newspapers in this country than there are readers of fiction; people who get a factual picture of the world in progress over their morning coffee or while having a pick-me-up after dinner at home.

Ever since the Wright boys got their brain child off the ground and flew it around Kitty Hawk, aviation has been a source of news. When it was new it was publicized, encouraged and boosted by the newspapers, and few will doubt the statement that newspapers had a great deal to do with its promotion until the industry got its wings. Now that aviation is on the field, ready to take off on some of its greatest developments, how are editors and publishers handling it in the news? And in what way are they deriving benefit from its advancement?

A nationwide survey designed to determine the answers to these and similar questions was made recently by Norman Meyer, senior journalism student at the University of Colorado. The way answers to his questionnaires came flying back convinced Meyer that these were very live questions with newspapermen.

THE surprising response brought in answers from 102 aviation editors all over the country out of the 150 questionnaires sent out, revealing a high interest in the problems of assigning reporters exclu-

Scanning the Skies For News Stories

By M. ALLAN PALMER

sively to aviation, running special columns on this subject, and the use of planes in newsgathering, photography and photograph transmission, and circulation. More than half of the brief answer forms were accompanied by letters and clippings from editors who were happy to have a chance to take off on a discussion of a subject very dear to their hearts.

"Since Orville Wright (a Daytonian) started aviation, the *Dayton Daily News* has had a reporter assigned exclusively to that field," writes Bob Ingells, aviation editor. The *Baltimore Sun* has had a man assigned exclusively to aviation for 20 years, and the *New York Sun* for 11. Howard Waldorf writes from Oakland, Calif., that the *Post-Enquirer* has had an aviation reporter since 1923 and an aviation editor since 1927, and "I have held the job all the time," although he is required to do other work at the same time. Bob Helmer, of the *Cincinnati Enquirer*, has had aviation as one of his assignments for the past 10 years.

Ten years of flying reporting must also be credited to Helen Waterhouse, of the *Akron (O.) Beacon Journal*, who says "I believe I am the only woman aviation editor in the country. I have covered assignments by air for the past ten years, traveling thousands of miles getting stories. I have covered both heavier and lighter than air craft, flying blimps and dirigibles. I also attend all air races, and air shows."

The average, however, for papers af-

fording an exclusive editor or reporter was between seven and eight years. Several others gave exclusive coverage to this field during the "Lindbergh boom," up until 1931 or 1932. About this time there was a slump in reader interest in aviation, for, as Frank Lovell, of the *Racine (Wis.) Journal-Times*, says, "Aviation soon lost its glamor, and settled down to a serious business that must stand on its own hind legs like any other industry."

THE great majority of aviation editors and reporters also handle other news, as Howard Waldorf mentioned, because there is not enough in the one field to warrant giving all their time to it. James Fullerton, of the *Wichita (Kan.) Eagle*, says he is supposed to "be somewhat of an expert on the subject" but only about a third of what he writes is in connection with aviation.

Down in Ft. Worth, Tex., Bill Potts of the *Star-Telegram* says they have had an aviation reporter for about 10 or 12 years but not exclusively, "for instance, I also cover the courthouse and politics."

Some of the smaller papers solve the problem by working with their local airport managers, although this gives them purely local coverage. Eleanor Tourney, who "at one time earned my living in the newspaper field," writes a regular column for the *Lodi (Calif.) News-Sentinel*, which "is granted space because of its general news interest to this rather air-

INTERESTING facts concerning newspapers and aviation are presented in the accompanying article, based on replies to questionnaires sent to 150 aviation editors throughout the United States.

The original survey was made by Norman Meyer, of the College of Journalism at the University of Colorado, who endeavored to ascertain how many papers had men assigned exclusively to aviation, whether they ran regular departments or columns on aviation, their general policy regarding aviation news and what use newspapers were making of planes in newsgathering, photography and circulation.

This article, based on the results of the survey, was prepared by M. Allan Palmer, also a journalism student at Colorado, from which he will be graduated in June. He has spent a year with the *Montrose (Colo.) Daily Press*; has worked on the *Colorado Alumnus* staff, the *Silver and Gold*, campus paper, and in the college publicity office. He plans to remain in journalism.



An American Airlines Flagship winging through the clouds.

minded community, but it is actually paid for by the airport."

A column in the Marlboro (Mass.) *Enterprise*, written by Al Boudreau and Bob Carey "on a reciprocating basis, use of plane weekly for writing column, works out satisfactorily for both newspaper and operator of the airport."

Some editors give no special attention to aviation as promotional news, but handle it through the general news channels. Don J. Evans, Lawrence, Kan., says: "The *Journal-World* handles aviation news only as it appears in the news."

From Minneapolis, J. M. Sutherland writes that the *Star-Journal* treats aviation stories exactly as they do stories from any other industry, "railroad, milling, banking, or what not." Royce Howes, of the *Detroit Free Press*, says, "There seems to be no more point to an aviation editor these days than there would be to a washing machine editor. It (aviation news) falls in the categories of financial, travel, and general news."

IF aviation news is going to be handled along with all general copy, what about the widespread criticism that the field of aviation has been the subject of many innocent, but ridiculous errors in news stories through unfamiliarity with the airmen's terminology?

The aviation industry for a number of years held little respect for newspapers because of many silly and inaccurate stories that were printed, due to reportorial and editorial ignorance regarding aviation.

Even the wire services are subject to this sort of criticism. John C. A. Watkins, of the *Baltimore Sun*, who was one of the 16 reporters who made the first transatlantic passenger flight in June, 1939, scored a direct hit when he said, "Wire

services not so long ago, in describing transport crashes, invariably reported that 'eyewitnesses said the airship (they never knew the difference between an airship and an airplane) exploded in the air and nose-dived to earth.'

"It made no difference what actually happened, the transport could fly into the side of a mountain or spin in, and still it 'exploded in the air and nose-dived to earth.'"

In regard to this sort of inaccuracy, Gerry Weaver, of the *Portland Oregonian*, writes, "Recently I wrote a news item about an absolute altimeter. A contemporary paper, in its editorial section, commented at length and explained joyously that if this device had been perfected earlier several specific accidents could have been prevented. In each case mentioned in the editorial, the device could not possibly have figured."

THE consensus, however, is that newspapers are improving their coverage of aeronautics by giving all the aviation work to one man. Editors are recognizing the value of specializing in one field to eliminate errors due to innocent ignorance, if there is such a thing.

Gene Lyons, of the Moline (Ill.) *Daily Dispatch*, says they have an aviation editor to handle all aviation material, whether received from wire service or gathered locally, "to eliminate the extremely silly errors that creep into wire stories concerning aviation, as well as to present fairly and accurately local aviation news."

"The day of the old general hand in the newspaper business definitely is gone," writes Dick Martin, of the *Amarillo, Globe-News*, "and the chap who can write authoritatively and interestingly on a special subject is on the wax. If you're

figuring on making this your life work, I'd suggest you learn to fly, so you'll know what you're writing about."

Many newshawks apparently have recognized the truth in that statement. On the staffs of the newspapers covered in the survey, there are at least 16 reporters, editors and publishers who are active pilots. When the *Memphis Press-Scimitar* uses a plane for an assignment, Mervin Rosenbush acts as pilot "and generally photographer, also." Frank Lovell, whom we mentioned before, owns his own plane, and says it is a valuable asset to him, and "increases my value to my paper because of its ability to put me in contact with persons who would otherwise be inaccessible."

Wayne Thomas of the *Chicago Tribune* is a pilot, and has a Monocoupe of his own that he uses on assignments. From Lewiston, Ida., J. Clarence Moore writes that two reporters on the *Morning Tribune* "are taking training in flying, and will doubtless put their knowledge to greater use in the future."

THE question whether a newspaper should run a daily, weekly, or regular aviation column arouses two general opinions. One is that columns should be run to cover the personal side of the field, and to act as a leader in promoting flying interest. On the other wing is the belief that regular columns tend to attempt making news where there is none, resulting in a lot of "chaff."

Both are apparently valid, depending upon the local set-up, and the appetite of the readers. Almost half of the newspapers contacted in the survey run regular columns.

The majority of these columns deal with personal items, personality features,

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Extra Checks Enable Small-Town Newspaperman to Say:



W. F. Muenchow

Wolf! Stay 'Way From My Door!

By W. F. MUENCHOW

MOST of us graduates in journalism looking for jobs do not object to the small-town weekly or semi-weekly, but we do object to the small salary checks.

As a matter of fact, many of us—and I include myself in this classification—actually prefer living in a small city and working on a small paper rather than in a big city. I believe we are happier there than anywhere else.

We are happier in the small city because we like informality and friendliness and it is there that we are finding it. We are not only close to our news sources—we live with them. The mayor is our golf partner, the clerk of court our guest on an evening at home, and the principal of the high school our fishing companion. And what's more, we like it that way.

All this is fine and splendid, of course, if you plan to live alone like a hermit with B. O. all your life, but we didn't plan it that way. In fact, some of us journalism grads may even want to get married, establish a home, and all of that.

THE problem, then, is how to reconcile the small salary of a weekly editorship and plans for matrimony, a home, and what not.

One of the answers to that problem seems to be to combine your steady or regular salary from the weekly with additional checks, large or small, from outside sources to which you have sent correspondence, feature stories, and pictures. This is what I have endeavored to do and here are some of the things I have learned and that might be of value to others wanting to supplement their income by free-lancing.

First and foremost it is essential to make a thorough study of what the publications to which you intend to submit articles is using. Secondly, to supply them with articles, pictures, and features that they want and that they will use. A query

to the state editor will oftentimes place you on the right track.

"As to any advice, about all I can give is a few observations from the other end of the news lines here," Avery Wittenberger, state editor of the *La Crosse Tribune*, wrote in an answer to a request for information.

"In general, correspondents fail to realize the time element in news as well as what is news. Spot news—accidents, fires, crime, court news, etc., are frequently not gone into enough by correspondents."

"Watch our state Sunday feature page for ideas for stories. We want items about folks who are unusual and still living," writes Bill Schiela, state editor of the *Milwaukee Journal*.

IN corresponding for a daily which has a substantial circulation in a small city, it has been my experience that the more people affected, the better the story. If taxes are going up, the story of that increase will be of much greater interest to the state editor of a daily than will Lizzie Smith's visit to Kalamazoo. And the reason is that more people are affected by higher taxes than by Lizzie's Kalamazooing. When you must open your own wallet, pay out \$10 or \$15 or maybe more, in increased taxes and go without some of the things which you have planned—believe you me that affects you.

Here are examples of some stories, which may originate from the city clerk's office, that I have found are used by most dailies: the story of an increase or decrease in assessed valuation of personal property, an increase or decrease of taxes, an increase or decrease in city expenditures when the budget is considered. All of these stories directly affect a great number of citizens in a community.

Short, little, human interest stories with a laugh or a sob, the unusual, longer stories on interesting places or people or institutions sent to dailies will not only boost your check a few notches, but your spirits as well.

In my own experience, the following features have clicked with more than one daily newspaper: the finding of an Indian skeleton believed to be that of Red Bird, a well-known Indian chieftan familiar to this part of the state; the presentation of a photostatic copy of an important Indian treaty, executed in Prairie du Chien, to a local museum; the death of a former mayor who suppressed a riot when a Wild West show of "Buffalo Bill" came to town.

Any local angle which has a direct relationship to the news of the day, I have found, is also good feature material. The brother of one local resident, for example, wrote from England and told of the air-raids there. Another high school student's

If you are working for a metropolitan daily, a national or sectional magazine or a press association bureau in one of the larger cities, you can skip right over this article. That is, of course, unless you have some interest in how small-town newspapermen get along.

But if you are a small-town newspaperman or a journalism student considering entering that field, you'll probably be interested in what W. F. Muenchow, editor of the *Courier in Prairie du Chien, Wis.*, has to say about making a living on newspapers in the smaller cities.

A graduate of the University of Wisconsin School of Journalism, Bill Muenchow had worked summers on the *Park Falls (Wis.) Herald*, the *Independence (Wis.) News Wave*, and the *Cudahy (Wis.) Reminder*, before becoming editor of the *Courier*. In addition to his duties there, Muenchow acts as Crawford County correspondent for the *United Press*, Wisconsin State Journal, *Dubuque (Ia.) Telegraph Herald*, the *Milwaukee Journal* and the *Milwaukee Sentinel*, the *La Crosse Tribune* and the *Chicago Tribune*.

brother was the representative of the Columbia Broadcasting Company in Berlin. In a letter from overseas, this commentator told of his personal experiences in Germany and what was going on as a result of the R.A.F. raids.

The death of a man in my community who was associated with an Antarctic expedition also was used by three or four daily newspapers.

Reporting conference football, baseball, track, and basketball, in fact, athletic events of all kinds which interest several communities are financial berries that are just waiting to be plucked.

Any good high school news such as the selection of the prom queen, the editor of the school publication, and the cast of the

school play provides material for the dailies circulating in your town. Some of the dailies even use the honor roll of the high school, the selection of class officers, and the social events. Naturally, a study of the dailies reveals what they will use and what they will not.

Spot news such as drownings, fatal accidents, fires of importance, suicides, deaths of prominent persons, and especially murders, is as welcome to a state editor as *THE QUILL* is to its readers.

In a year of political campaigning the reporting of speeches by men who hold important offices such as the governor, U. S. Senator, Congressional candidates help increase the monthly check.

Besides these stories, the would-be daily correspondent might try sending pictures.

A photograph of the dairy queen of the county, the editor of the school newspaper (especially if she is a pretty girl), the elevation of a local man to some high place in the Knights of Columbus are a few examples of what the dailies might use from your community and which have been used during the last month from mine.

So much for the dailies. I have found that the important point to remember in this correspondence is to study what the dailies are using. You fellows who plan to participate in this field can start immediately by picking up the daily circulating in your territory and finding out what they are printing from your city

[Continued on page 14]

Cooperation Urged to Combat Censorship on the Campus

By ABE S. PERLMAN

WITH chapters in the leading colleges teaching journalism and with a membership of the best in these schools, Sigma Delta Chi should accept the challenge to develop the fearless men necessary to keep our future press free and honest.

Recent issues of *THE QUILL* have emphasized the danger concurrent with any abridgment of the press and have outlined the steps leading to this abridgment. The necessity of good reporters has been stressed. They must be honest men of able judgment, and fearless, if we are to retain our democracy and free press.

Where better might these men be trained, where better the recruits be found, than in schools of journalism?

THIS then is a job for Sigma Delta Chi. And this must be a militant, cooperative job for all chapters, a fraternity program, for individual chapters unsupported will be helpless. Besides, there is a great deal to be gained from the direction and interested advice which our experienced professional members might give.

Naturally, a program need be carefully worked out by the fraternity, and the schools themselves must be called on for advice and cooperation.

An essential step in this training for better journalists, as I see it, is the abolishment of censorship on college papers. (Censorship includes any encouragement to the student to hold back or misrepresent available news.) How well trained will our recruit be if his first experience with journalism is one of fear and censorship? His good writing sense is immediately perverted to one of caution and in not too rare occasions to one of lie for favor.

A text we used (Crawford's *The Ethics of Journalism*) clinched the argument for

freedom. To quote it now may be needless, for no doubt you all have read it either as a text or as a recommended reading. However, Crawford sums up his argument against censorship after wisely pointing out that "students learn judgment only by exercising it," with this:

"The effect (of censorship) is to impress students with the conviction that truth is not the highest good and may properly be concealed or misrepresented in order to gain ends which are thought desirable. The principle back of this is the same physical fear and distrust of the people which, as has been observed, actuate newspapermen in deciding that certain facts are not good for the public to know."

Crawford's *Ethics* is a good, approved, standard textbook. Yet how many of the schools using it give their students the freedom and training we recognize essential?

YES, that is a job for Sigma Delta Chi. It is an opportunity—more, a challenge—to succeed where others are failing. To make itself the recognized society in journalism, the militant guardian of honest journalism, Sigma Delta Chi must take a good active part in training the writing recruits right from the beginning. It may be late to convince some of the old-timers about the folly of a "higher good," but neophytes in college are begging for encouragement to remain honest.

A program of encouragement should include the dissemination of important intercollegiate news regularly. Local chapters should learn to think of themselves as but part—a unit—of the whole. Breaches of freedom anywhere should be made the concern of all everywhere.



Abe S. Perlman

Mr. Perlman, who voices this plea for concerted action against campus censorship, represented the Louisiana State University chapter of Sigma Delta Chi at the 1937 convention. Since then he has been doing advertising work and free lance writing.

Less enlightened authorities will be reluctant to hit some honest reporter, with the knowledge that hundreds of other equally honest reporters are vitally and actively interested in their actions and that wide critical publicity will be given them in all collegiate circles and among professional writers.

If we accept the judgment of our experienced newspapermen today that the freedom of the press is threatened, that a tenacious fight must be waged now by the honest among us, that immediate action is necessary and better training, too—if we believe these things true, and I do—then it is for Sigma Delta Chi to do something helpful now. Let's give a hand to the neophytes in college learning the ethics of journalism. Let's make this a primary point in the program of Sigma Delta Chi.



Scott M. Cutlip
Who asked the questions—

THAT American newspapers generally are not fulfilling their mission of public service beyond the obligation of printing all the news, is the serious charge laid down by William T. "Bill" Evjue, militant editor and publisher of the Madison (Wis.) *Capital Times* since its founding nearly 23 years ago, and one of the few outstanding personal editors in American journalism today.

Public service journalism is not only the sacred obligation of a free American press, but it is good business policy in the long run, Mr. Evjue observes, basing his statement on 37 years of active newspaper work.

"THE newspaper must be the spokesman for the otherwise inarticulate masses and so has an obligation over and above the mere printing of news. We must assume this responsibility if we are to do our job in this critical period of American history," Mr. Evjue declared in an interview for *THE QUILL*.

He believes the success of the *Capital Times*, started in the midst of the hysteria of the first World War to fight for this principle, is sufficient answer to those who contend that the newspaper of today is simply a business proposition and that public-service journalism is steadily fading out of the American picture.

"Devotion to public service journalism often means running counter to private interests and private profit. Private interests are often in the position of being able to penalize newspapers which do not knuckle. It is to be regretted that commercial journalism rather than public service journalism has become typical of the American press.

"The autonomy of the American newspaper, however, has swung from the editorial side to the business side in recent years. The counting room rather than the editorial chair has been the dominating influence in the American newspaper.

Bill Evjue, Crusading Madison Editor, Practices

Public Service

By SCOTT M. C.

This is a natural outcome of the economic trend of the past 35 years. It is not always easy to stand up against the pressures which commercialism is often able to exert on newspaper and integrity," he emphatically declared.

DECISIVE proof that a newspaper can be a success and still adhere to the best ideals is what Mr. Evjue terms the *Capital Times*' greatest triumph. He argues that its policy has also been a good business policy.

"There is no quicker approach to reader confidence than to have the public feel that a newspaper is honestly trying to serve the public welfare. Reader confidence is quickly translated into circulation. Circulation is translated into advertising and advertising into revenue," he pointed out.

Concrete evidence that independence in a newspaper's editorial policies does pay, and, refutation of the charge that American newspapers are straitjacketed by the business office, the short yet colorful history of the *Capital Times* might well be termed the "triumph of an ideal."

It was started by Mr. Evjue and a few associates in December, 1917, when he broke with the *Wisconsin State Journal*, of which he was then general manager, because of its continued attacks on the integrity of the late Senator Robert M. LaFollette, Sr. Since then the paper has grown from a weak and struggling \$20,000 enterprise into a prosperous and thriving newspaper of more than 27,000 circulation, the largest of any newspaper in Wisconsin outside of Milwaukee.

Mr. Evjue, in recalling the birth of the paper, says: "The *Capital Times* was founded by a group of people who believed that there should be a journalistic voice in Madison sympathetic to principles of government which should enhance the public good and which should be dedicated to the proposition that public welfare transcends considerations of private profit and privilege. In other words, that the city of Madison should have a newspaper which would be sympathetic to those principles for which Robert M. LaFollette had carried on such a long battle in Wisconsin so effectively."

SHEER platitudes, you say? One has only to look at the record to see that Mr. Evjue, through his paper, has fought and continues to fight for those principles. His is a crusading newspaper, a fighting newspaper, and a very successful newspaper.

Convinced that it is a newspaper's duty to fight for good government as well as editorialize about it, the dynamic Evjue spent a great deal of time and money last year to block the payment of \$60,000 in State funds to two veterans' organizations which were voted the money by the last Wisconsin legislature, which is illustrative of Evjue's leadership in hurly-burly Wisconsin politics.

In an attempt to force a showdown on

the issue of diverting public funds to private organizations for private use, Mr. Evjue took action as a private citizen to halt the payment of \$50,000 to the American Legion 1941 corporation of Milwaukee and \$10,000 to a similar Disabled American Veterans organization of Green Bay, Wis. The two organizations were voted the money by the State Legislature at the 1939 session to enable them to hold the 1941 conventions of their respective groups in Wisconsin.

This bold action in opposition to such powerful blocs as the American Legion and Disabled Veterans and against the State administration was taken by the aggressive *Capital Times* editor because he feels that there is a distinct possibility of our form of government being undermined by the power of such pressure group politics. "Nobody seems to want to oppose such groups when they make demands on government—especially the politicians—so that I feel it is essential that someone force a showdown on this issue. Diversion of public funds to private purposes is clearly unconstitutional," he declared.

THIS single-handed fight to save \$60,000 in State funds is typical of Mr. Evjue's long career as a crusading editor working for better government and a better community. Nearly always in the thick of a lusty fight, practicing what he chooses to term "public service journalism," Mr. Evjue says "it is the only journalism I know." In his 23 years as editor of the *Capital Times*, Mr. Evjue has a long record of accomplishments to his credit in his effort to promote honest government.

In October of 1939 a former official of the State Banking Commission pleaded guilty to receiving graft of from \$30,000 to \$35,000 and was sentenced

JOURNALISM and Freedom of the Press a before—as certainly not for many years.

This challenging and provocative interview and crusading editor of the Madison (Wis.) with most newspapermen who read it, we his conclusions regarding the recent election.

Scott Cutlip, who prepared the interview—School of Journalism at the University of Wisconsin for a master's degree. A graduate of the University, he has had a wide experience for

As an undergraduate he was president of Chi. professional journalistic fraternity; deputy assistant in the office of the New York Press publicity office. Altogether, he has had experience as a reporter on the Buckhannon (W. Va.) Martinsburg (W. Va.) News, a weekly; as West Virginia Newspaper Publishing Co.; and Morgantown (W. Va.) Post and Dominion

Practices and Preaches America's Need for vice Journalism

COTT M. CUTLIP

to the state penitentiary from 1 to 3 years as a result of an exposé by the *Capital Times*. The newspaper revealed the graft on Jan. 6, 1938, but L. W. Rothe, the guilty official, wasn't brought to trial until 21 months later. The conviction of Rothe recalls numerous exposures of graft and corruption in public office which this newspaper has to its credit. These are but typical:

The case of Nick Abosketes, sometimes referred to as Wisconsin's number one bootlegger and boss of the illegal alcohol racket of the State, who was finally indicted and sentenced to Leavenworth penitentiary by the Federal Government. On one occasion, the *Capital Times* revealed that officers of the state liquor enforcement department had been offered bribes to lay off raiding stills operated by this ring.

The Forest County land deals in which the *Capital Times* exposed the sale of county-owned, tax delinquent land to the Federal Government with certain county officials and their relatives making a personal profit of some \$21,000 on these deals. The facts brought out by the newspaper were never refuted, but prosecuting officials failed to obtain convictions.

The Florence County slot machine racket in which the *Capital Times* revealed that the Florence County sheriff was "servicing" slot machines "on the side." The sheriff was forced to resign, but again no conviction was obtained. The *Capital Times* also exposed the large-scale gambling rackets flourishing in Waukesha County, which was followed by the calling of a special grand jury and resulted in a clean-up of conditions there. These examples, picked at random, serve to illustrate the good that can be accomplished

by a crusading newspaper and to also point out that Evjue's paper does not confine its attention to its immediate territory alone.

Acting on his belief that a newspaper has obligations to its readers beyond the mere printing of all the news, Evjue's *Capital Times* has fought for and has a long list of community improvements to its credit. These include breaking up a slot-machine racket in Madison and Dane Counties; halting the pollution of nearby Lake Monona; barring of carnivals and cheap road shows from Madison; the demise of the Ku Klux Klan and its mob violence in this area; and the establishment of a "Kiddie Camp" for underprivileged children.

HIS attitude toward newspapers and public affairs is perhaps best illustrated in his own words, a forceful editorial which appeared in the *Capital Times* following the 1940 Presidential election. Headed "Newspapers are Repudiated," it read in part:

"**WHAT** happened to the newspapers on Nov. 5 was only to be expected. The newspapers have become part of the big business group of corporations that consider profits first and the public welfare second. Institutions like the New York Times, the Chicago Tribune, the Milwaukee Journal, and other big publications are in the big business class with their million dollar annual profits.

"As such, it is not surprising that they consider their interests contrary to the liberal spirit of the New Deal, which is seeking to protect the worker, the farmer, and the small business man from being exploited by big business and high finance.

"Big business newspapers like big business in general hate New Deal taxation policies based on ability to pay. They oppose reforms like genuine collective bargaining for labor, social security, wages and hours laws, although they may give lip service to these things when there is nothing at stake.

"The American people have more and more come to realize some of the motives behind the editorial position taken by the big newspapers in political campaigns. In 1936 they dealt the newspapers a stunning blow in the unprecedented Roosevelt landslide. In 1940 they have followed up with an even more significant repudiation."

"**I**N the 1940 campaign, more than in any previous contest, the part advertising plays in determining the editorial complexion of the press became very evident. The big advertising agencies stand today as the representatives of the big corporate interests of the country. These agencies control the allocation of national advertising and direct the big national advertising campaigns.

"Newspapers always pretend to be very much hurt when they are charged with being bought with advertising schedules,



William T. Evjue

Who supplied the answers—

but the fact remains that most of them are highly conscious of the sources of national advertising and are careful not to offend those sources. They want to keep on very good terms with those who control advertising.

"In the 1940 election, the Willkie campaign was directed to a large extent by high pressure advertising men who knew all the ropes in contacting newspapers. It is not hard to guess why a much larger percentage of newspapers were for the Republican candidate in 1940 than there were supporting Mr. Landon in 1936."

"**W**HEN criticism is directed their way, the big newspapers are quick to raise hypocritically the "freedom of the press" issue to defend themselves. When the NRA was asking business and industry to accept certain restrictions at a time of national crisis, the newspapers hurried forward to claim exemption on the "freedom of the press" alibi. They have used the same device in fighting pure food laws that might restrict advertising, wages and hours laws, and other reforms.

"The record of the newspapers in the last two campaigns is an unenviable one. The newspapers are today denouncing those who criticize them, saying that to attack the press is to attempt to destroy public confidence in one of our democratic institutions. Our answer to that is that if confidence is being destroyed in the press, it is the actions of the press that have done the trick."

"**B**ILL" EVJUE'S forceful—and quite frequently vitriolic—writing and his interesting style have made his name a household word throughout Wisconsin. Moreover, it has brought him to a high place in the leadership of the liberal political movement fathered by the late Senator LaFollette.

Indicative of this is the fact that Evjue was selected by Senator George W. Nor-

the Press are being weighed as perhaps never before in years.

ive interview with William T. Evjue, militant Madison (Wis.) *Capital Times*, will strike a spark lead it, we feel, even if they do not agree with ent election and the press.

interview-article, is a graduate assistant in the versity of Wisconsin, where he is completing aduate of the School of Journalism at Syracuse perience for a man of his years.

resident of the Syracuse chapter of Sigma Delta ternity; delegate to the Madison convention; York Press Association and also in the univer- ne has had about five years' newspaper experi- nnon (W. Va.) *Record*, a weekly; as editor of the eekly; as editorial director for weeklies of the hing Co.; and as reporter and desk man on the Dominion-News, dailies owned by that firm.

ris to serve as a vice-chairman of the progressive group supporting President Roosevelt for the third term. Evjue's place in the Wisconsin scene was forcibly illustrated recently when a "Draft Evjue for Governor" movement gained considerable momentum before it was halted by Evjue himself. He says that a newspaper editor can best serve his state and his people by holding his position as a critic of government rather than being forced to compromise his ideals for the sake of practical politics as an official in government.

Neither a preacher nor a moralist, "Bill" Evjue is a man with ideals who believes that the road to success lies along the path of service to his fellow-men, and, like

most of us, he wishes that more newspapermen felt the same way. In the unique position of holding financial as well as editorial control of his paper, he is free to practice what he preaches. He continues to work for better government and a better community. This he modestly terms "public service journalism," and pleads for more newspapers to follow his example. American journalism needs more "Bill" Evjues with the courage and determination to fight for that kind of journalism.

That is the challenge we get in the words and acts of one who believes the press has a job to do today beyond the mere printing of all the news. Who will accept it?

Scanning the Skies for News

[Concluded from page 7]

new planes and visitors, while some include model building, improvements and features of progress. The comments of a large number of editors on the slant of the column was stated by Jack Stark, of the *Miami Herald*, who said, "Newspaper day-to-day aviation columns, or stories, should stick to the news of the persons, students, tours, air shows, and not get technical."

All in all, the comments received seem to indicate the regular column is going out, to be replaced by the personal "airport-newsy" items.

FLYING has developed so rapidly that the fastest means of transportation these days is through the air, and speed is one of the greatest factors in the success of the daily newspaper.

Speed in getting pictures of the latest shipwreck or explosion and putting them on the street; speed in covering the story in time for the first editions; speed in putting a paper on outlying doorsteps ahead of the rival sheet. To what extent have publishers taken advantage of flying to aid them in newsgathering, photography, and circulation?

The use of the air in the newspaper industry still is confined mostly to commercial lanes, only a comparatively few private ships being used. Only eight, out of 102 papers, gave definite information that they operated their own ships; two of these were owned by publishers and one by an editor. These planes, as well as those that are rented, borrowed, commandeered, or otherwise gotten hold of are mostly for photography and transmission of plates and finished photos.

Leaders in this field are the *New York Daily News* and the *Des Moines Register and Tribune*. The *Gotham* paper spends about \$46,000 a year for its flying news service according to an article in the August, 1939, *Popular Aviation*, and the figure may have increased since. It operates two planes, and hires two full-time commercial pilots.

Out in Iowa, C. W. Gatschet, aviation editor of the *Register and Tribune*, says "our aviation department is practically

as important as our press room." That paper makes about 1,000 hops a year, covering approximately 80,000 miles.

Almost half of the editors replied that they used planes for some form of photographic work. Many press lensmen have had time in the air, as all 26 on the staff of the *Daily News*, and shooting anything from flaming forests to the snowbound wreck of a passenger plane is all in the day's work. Determined to use some form of air transportation, many editors route their photos through the air mail, especially those which do not have *Wirephoto* facilities.

NEWSGATHERING comes next to photography in the use of airplanes, and 32 of the editors answering the questionnaires said they used planes to some extent. Those papers using aerial photography may easily add a reporter as a passenger, the story often being worth a landing at the scene, and most of the aerial news assignments are hot stories or spot news breaks near the home office or in neighboring states.

Sometimes a reporter gets the story without landing, as did Lawrence Dame, of the *Boston Herald*, in October, 1938, when the coast of Rhode Island was "redrawn" by a rampaging hurricane. Dame was caught in Western Massachusetts by the storm while making a flood survey, but finished his stories there and went to the home office. He was assigned to fly with a photographer over the scene of devastation. They covered the field getting pictures, and were back in time for Dame to write his story for the first editions. Incidentally, it was so good it was included in the 1938-39 collection, "Headlining America."

The *Denver Post* once scooped every paper in the mid-west by using a plane to tail one of Capt. Stevens ascensions in a stratosphere balloon from Rapid City, S. D. A chartered plane kept track of the movements of the balloonists through radio, and when they landed whisked them away to a different town from the one in which other reporters were wait-

ing. The *Post* men got the story and pictures, flew home, and had the presses and *Wirephoto* humming before anyone knew for sure that the scientists had landed.

ONE other field of newspaper promotion—circulation—is still relatively untouched by the use of aviation in comparison with newsgathering and photography, although its possibilities have been shown several times.

Usually such application is for special promotion work, in emergencies, or for distributing sample copies. The *Bloomington (Ill.) Pantagraph*, one of the papers which owns its own ship, has distributed *World Series* specials by air, as does the *Newark News*. Some time ago, the *Baltimore Sun* "had a couple of Jennies with which papers were delivered for several years from Baltimore to the Eastern shore."

Aviation may have lost some of its glamor as news, but its "cruising range" will reach millions of readers for years to come. And we do not think we are flying blind when we say that its use as an industrial aid to newspapers is hardly off the ground. The place of the flying men in the newspaper business is growing, and it looks like the modern news-hawk, as the term implies, will some day really fly.

Already Donn Munson, of the *Schenectady Gazette*, tosses his Zeiss-Ikon into the baggage compartment of a small plane, flies to the scene of a news break, lands in the most convenient spot, gets the pictures and the story.

He believes that "eventually, say in 10 years, a newspaperman such as I who holds a license, is going to be worth several extra dollars per week to a paper. So I keep at it, looking forward to the day when newspaperdom—a small paper like my own—recognizes the value of aviation in its work."

ACCORDING TO—

"Like your hundreds of other readers, I enjoy *THE QUILL*. It provides a variety of viewpoints that I find in no other newspaper magazine."
—L. L. COLEMAN, Publisher, the *Mobridge (S. D.) Tribune*.

★

"Let me tell you how much I enjoy 'our' magazine. I think it's just about 'tops.'"
—PLEDGER CARMICHAEL, News Editor, *Carroll County Times*, Carrollton, Ga.

★

"Let me say that the magazine is certainly ringing the bell with a lot of topnotch shop talk."
—HERB POWELL, Managing Editor, *Robbins Publishing Co.*, New York, N. Y.

★

"I thoroughly enjoy *THE QUILL* and fully appreciate the good work that you are doing."
—EARL BLAKE COX, editor, the *Masonic Tribune*, Seattle, Wash.

THE WRITE OF WAY

By William A. Rutledge III

Coronet & Esquire

PERHAPS you recall the splash that *Esquire* made in the midst of the depression as half-dollar quarterly. It was conceived by Publisher David A. Smart, a University of Illinois alumnus, as a men's fashion journal. Mr. Smart was publishing a trade paper in that field. *Esquire* is still "strong" on men's fashions but it has become the No. 1 magazine exclusively masculine.

Its companion, *Coronet*, was launched as a "class" magazine to embody literature and art of the upper strata. Without a line of advertising, it has proved a paying publication enterprise. The creme de la creme content is giving way to a gradual introduction of popular features, which has been a "hypo" to newsstand sales.

Associate Editor William C. Stephens assures the free-lance writer that every manuscript receives careful consideration, consideration so careful that a memorandum on the unsuitability of a ms. is enclosed with every rejection. And—don't tell your friends about it, but *Esquire* and *Coronet* return every ms. whether a stamped self-addressed envelope was or was not enclosed.

STEPHENS reports that Editor-in-Chief Arnold Gingrich has no rule which cannot be broken. In fact, these two magazines are so unique in their content that much of the material probably could not be marketed in the offices of the other general national magazines.

The No. 1 taboo, which has been broken twice by the same author, is against women writers. A second taboo is on length, 1,800 words being considered the most desirable length. On one occasion, *Esquire* purchased a 40,000-word ms. Although *Esquire* is rather risqué, it has an iron-clad taboo against the salacious and pornographic.

Stephens reports that this magazine duo receives an average of more than 100 manuscripts per day. Fully 80 per cent of these mss. are unacceptable at a glance. The remaining 20 per cent are passed along to a succession of readers, each of whom appends his opinion and comment. The survivors of this process go into Editor Gingrich's basket. The mss. he selects are purchased at no set rate, the standard of value being the "pulling power" in terms of sales. Minimum rates, however, are \$125 for *Esquire* and \$75 for *Coronet*.

The tendency at this office, Stephens advises, is that in common with most editorial emporiums, to buy from by-line writers who are consistently clicking throughout the magazine field. The unknown writer cannot be just as good, he must be a shade better, either in the type

and quality of his material or in his presentation.

THE agent is recommended by Stephens, not only for his knowledge of the market but for his counsel in slanting material. It is highly discouraging to the free lancer, he observes, to have material in which he has invested time and mental energy sent back to him time and time again. The agent acts to minimize the number of rejections because he works with a writer to get the ms. in shape for a specified market before making submission. An agent is like a first reader for a magazine.

In the offices of *Coronet* and *Esquire*, agent-submitted mss. go straight to the head readers without the usual preliminary readings.

Queries on ideas or material are welcomed by these monthlies, but cannot be regarded as any assurance of acceptance. The submission may not measure up to the advance notices.

The office of these magazines is 919 N. Michigan Ave., Chicago. A study of recent issues cannot be too strongly recommended for those who aspire to snare a check from this market.

Gripe [Concluded from page 4]

ters were unsolicited, according to his article, and the editors receiving them believed that no answer at all would inform him that there was no opening on that particular sheet.

THERE was also this succinct retort from Arthur Sweet, of the *Nebraska Daily News-Press* of Nebraska City, Nebr.:

"I have just read 'I've Got a Gripe' by Israel Auerbach.

"Mr. Auerbach doesn't have any gripe at all—unless he enclosed a stamped, addressed envelope in the 200 letters of application he so laboriously wrote."

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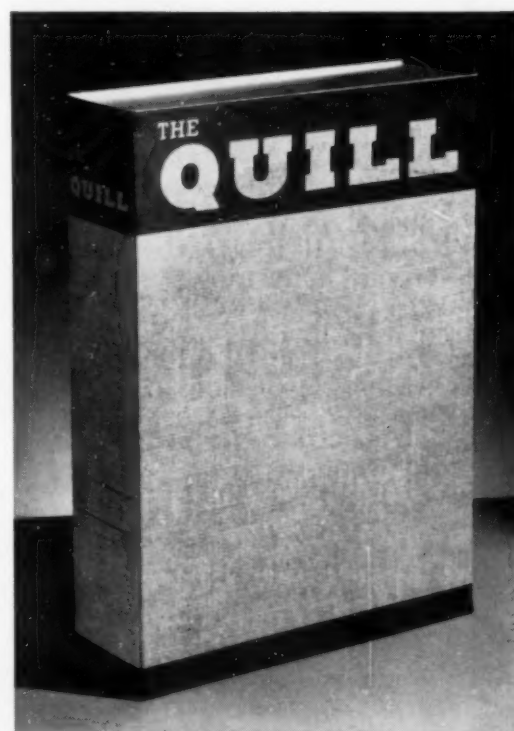
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THE QUILL for April, 1941

50,000 'Reporters'

[Concluded from page 3]

"Certainly," the deskman replied, reaching for a news tip blank.

He wrote down the woman's name, her address and the date and time of the call on the special blank provided; then he asked her what the tip was.

"I'm having a few friends over for a watermelon party tomorrow night," the woman said.

The deskman stopped for a minute, puzzled, then, "I'm sorry, madam, that doesn't exactly qualify as a news tip, but I'd be happy to give your call to the society editor. She'll fix you up a nice item."

The voice on the other end of the wire sounded angry as the caller said she would have her call entered as a news tip or nothing and then banged down the receiver.

THAT doesn't happen often, and the average news tip results in a story, though it may be only a paragraph in length. But some tips have brought in big stories.

One night, late in August, 1940, a stable west of Amarillo, which housed almost 50 valuable horses, caught fire. Several people in the vicinity of the blaze saw the flames, and the *Globe-News* telephones began to ring simultaneously with those at the central fire station. By the time the police radio began blaring out news of the fire to scout cars in the district, which is the way the *News* staff on duty would have learned of the fire, reporters and photographers were already on their way to the scene of the blaze, thanks to wide-awake news tipsters.

Later that same summer, a prominent Amarilloan, manager of the local offices for a large petroleum company, was on his way home from a business trip to New Mexico. It was about 2:30 in the morning, and the man, driving a heavy Buick sedan, was in a hurry to get home. Suddenly, from out of the darkness, rushed a Ford coupe containing two young men and two young women on their way home from a party in Amarillo. The two cars met head-on. The man was killed, and the four young people in the coupe burned to death.

Several Amarillo college youths arrived on the scene shortly after the crash. They couldn't get the passengers out of the cars because of the flames, so they rushed to a nearby phone and called police and ambulances from Canyon, Texas, a nearby town. One of the students, however, immediately called the managing editor of the *News* long distance. The M.E., realizing the importance of the story, called his staff and mechanical crews and ordered an extra. Even as rescuers began arriving at the accident, *News* reporters and photographers were on their way and a composing and press-room crew were busy getting ready for the extra run.

With the excitement and hurry connected with the accident and with the

Amarillo police department busy notifying relatives, it might have been hours before the *News* learned of the accident. But thanks to a person conditioned by the *News* Tip contest to keep the paper in mind, another big story was rolling off the presses almost as the flames at the accident scene were still burning.

FEATURES and human interest stories, too, have played important roles in the *News* Tip contest and on many occasions have won first prizes for the people who phoned them in. Little incidents that would have been missed in the day's reporting of the news have become available to the *Globe-News* through its contest.

The cat that adopted a baby jackrabbit and mothered it with her own kittens, the two goats that were stranded on the roof of the municipal garage, the skunk that wandered into the Santa Fe roundhouse and nearly upset the day's work schedule and the swarm of red ants that blanketed a woman's yard and house all played prominent parts in the columns of the *Globe-News*.

Editors point out that these are the stories the readers like to find in their paper but that probably wouldn't be there if it weren't for the *News* Tip contest.

The contest has hit many high spots in its 3 years of existence but one of the highest and noisiest came last summer when the whistle on a railroad locomotive stuck as the train passed through West Amarillo.

First reports of the occurrence to the newspaper were excited statements that there had been a railroad wreck west of town. The telephones began ringing a little after 10 p. m. and kept up a steady pace for almost 45 minutes. Phones kept ringing as fast as staff members on duty could answer them, running from one phone to another. One reporter was finally able to reach the railroad dispatcher and ascertain the trouble, and from then on, it was just a matter of answering phones and assuring anxious residents there was no cause for alarm.

The fishing season is a time of year when the *Globe-News* phones and reporters are kept busy by calls relating that a certain Amarilloan has caught a fish that weighs more than the existing record or that someone has caught several fish on one cast.

TODAY, more than 3 years since the *News* Tip contest was originated, the *Globe-News* can boast that it has an alert reporting staff of nearly 50,000 people.

The contest has brought the newspaper more than 4,500 tips since it first began, averaging about 1,500 tips for each of its 3 years. Many calls are duplicated on a big story. In this case, the first ones are taken down and after that only the name of the person phoning is taken so it can be included in the weekly list of those who have called in tips.

Globe-News staff heads say the *News* Tip contest has gone far toward solidifying the paper's coverage of the day's events.

Gene Howe is publisher of the *Globe-News*, John McCarty is associate publisher and editor of the *News*, and George Ray is editor of the *Globe*.

Wolf!

[Continued from page 9]

now or from some neighboring city of the approximate size.

That then is one source of extra income—the dailies. Now, probably the toughest, but the most profitable, job facing the correspondent whose beat is the small city is to "crash" the press associations with some kind of decent regularity. Finding out what the *Associated Press* or the *United Press* or the *International News Service* wants—and then giving it to them—seems here again to be the key that will unlock the door to extra cash.

"In handling telegraph material for use please skeletonize your messages in the simplest language possible consistent with clarity. Let us do whatever fancy writing necessary here."

That is what Len. C. Schubert, Milwaukee manager of the *United Press*, advises.

"Don't bother with petty stickups involving less than \$1,000 unless someone is wounded or killed or there is some other unusual feature. The same goes for automobile accidents. We want them only if someone is killed or if there are unusual circumstances.

"Bank robberies invariably are good, whether the bandits get any money or not. We'll want something too on storms which cause considerable damage. Of primary interest, of course, is whether anyone was killed or injured. Snowstorms that blockade highways should be covered briefly."

An example of the wording of press association wire stories follows: "Ida Marquardt, 65, ill nine months, found by husband, John, drowned in cistern when he returned their farm home two miles north Manitowoc late Saturday. Coroner Gerald Rau said drowning accidental, indicating she slipped, fell while alone. Johnson."

County results of state and national primary and general elections, automobile accidents in which someone was fatally injured or in which some person of state or national prominence was involved are instances of press association stories that I have filed recently.

AS the editor of a weekly, you have the advantage of being in the flow of the news, of being in a position to decide what is good material for your own weekly, what a neighboring daily will use, and what constitutes a story that a press association will use.

Suppose that you learn from a local hospital that Mr. and Mrs. Smith are the parents of a daughter. Obviously, that is

[Concluded on page 16]

• THE BOOK BEAT •

Another Bullseye!

SALT OF THE EARTH, by Victor Holmes. 311 pp. The Macmillan Co., 60 Fifth Avenue, New York. \$2.50.

Last month, this department went completely out on a limb about a book pertaining to country journalism. That book was "Country Editor," by Henry Beetle Hough, publisher of the *Vineyard Gazette*, at Edgartown, Martha's Vineyard, Mass. It's a swell book.

This month we're right back out on that same limb—all out—with paeans of praise for another book about country journalism—Victor Holmes' "Salt of the Earth."

We laughed over some sections of it until we had to wipe our eyes before going on—and other sections brought a lump into our throat that nearly choked us.

But, first things first, so we hasten to report that "Victor Holmes" is the pen name of a young newspaperman who has worked on several small-town newspapers in the Middle West. Names, dates and places in the book are fictitious—the folks he writes about having been placed in a mythical community, "Grand City."

But his experiences are real—they could happen to any young fellow who acquired a country paper; the folks are genuine characters who have their counterparts in many an American community; and Grand City reminds this reviewer in many ways of the small Ohio city wherein he spent his boyhood and did his first newspaper work.

YOU won't find as many observations nor as complete a discussion of small town publishing in "Salt of the Earth" as you will in "Country Editor." But you'll find enough pertinent pointers along that line—practical suggestions on small town editing and publishing—to reward you for seeking them.

"Salt of the Earth" is more of a study of the small-town editor's subjects and subscribers than is "Country Editor," yet the latter has goodly portions of this fare as well.

Mr. Holmes takes his text from Grandma Flannery—from a remark she made while he was interviewing her out at Piety Valley on her ninety-fourth birthday. Said Granny:

"I've learnt in my lifetime that you can toss your rock in the rushing river and maybe stir up a heap of foam. But I've also learnt you can toss your rock in the quiet pond and make the pertiest pattern."

"I want," the author observes, "to tell about those truly 'interesting folks' who toss their rocks in the pond."

Well—he does just that in "Salt of the Earth"—and what a swell job of it!

WE laughed heartily over the misadventures of Fritz Schreiner who, finding himself locked out on the courthouse tower after tootling his trumpet in behalf

Book Bulletins

PAN AMERICA. A Program for the Western Hemisphere, by Carleton Beals. 545 pp. Houghton Mifflin Co., 2 Park Street, Boston. \$3.

In this timely and challenging volume, Carleton Beals—who has been termed "the major interpreter of Latin America" and the "best informed living writer on Latin America"—surveys the vital raw materials of Latin and South American countries; the struggle for strategic materials that is shaping modern moves, and offers his opinion as to the action America must take for economic survival.

He pays particular attention to trade and other relations between the United States and her neighbors to the South and presents a program for a true Pan Americanism of the future.

I WITNESS, by Norman Alley. 370 pp. Wilfred Funk, Inc., 386 Fourth Avenue, New York. \$2.75.

In this robust adventure story, Norman Alley, who began his quest for news and news pictures as a copy boy for the *Chicago Tribune*, traces the route, assignments, adventures and experiences throughout the world that have brought him acclaim as the world's premier newsreel cameraman.

His pictures made aboard the U. S. Gunboat Panay during the attack by Japanese aviators and the subsequent hardships of the survivors created international furor. He filmed the Dunkerque evacuation, the chase after Villa in 1916 and first page events in between and since. Now he reveals some of the stories behind the pictures.

SPLENDOR, by Ben Ames Williams. 570 pp. Houghton Mifflin Co., 2 Park Street, Boston. \$2.75.

First published in 1927 and termed by Franklin P. Adams "The best novel of newspaper life I ever read," Ben Ames Williams' "Splendor" has long been out of print. This new edition will bring to countless new readers the story of the life of a newspaper man from his childhood in Boston in the '70's to the arrival of his grandchildren in the present day. To those who read and enjoyed the story when it first appeared, the new edition will mean a new acquaintance with Henry Beeker.

(Editor's Note: "Book Bulletins" are not intended as formal reviews, rather as highlights of new books of, by or of particular interest to those interested in journalism.)

of a W.C.T.U. meeting, tipped evidence stored there; we laughed again over the exploits of "Spindle" Thomas, lanky reporter who sawed holes in a prized bed for his feet; we howled over the Halloween pranks of the Grand City "young Americans" and particularly over Henry Berry's efforts to defend that little white outbuilding which was—if not his castle—at least an important adjunct thereto.

The story of Doc Hayes and his family—one of the town's medical men—is the one that brought the lump into our throat—but then maybe we're a bit sentimental, remembering the small-town folks who had the time to be human, who didn't—and we hope never will—know the hurry and flurry of a large city that makes it so difficult for people to be folks in the sense they are in the small community.

There are many other splendidly told stories of other folks in Grand City; of Freida Rassmussen, the Amazon who, with her husband, ran the town's taxi and

baggage line; Phil Hadley, who got pie-eyed every Saturday night; Nettie McGuire, the milliner who loved the ponies; Jules Christiansen, who carved unusual tombstones, and a host of other folks you'll enjoy meeting.

In case you won't take our word for it—we might conclude with the fact that William Allen White is right out on the limb with us in regard to "Salt of the Earth." He says: "I read this story with delight. . . . It is a husky book."

All About Weeklies

THE WEEKLY NEWSPAPER, A BIBLIOGRAPHY—1925-41, by Thomas F. Barnhart. 107 pp. Burgess Publishing Co., 426 So. Sixth Street, Minneapolis, Minn. \$1.50.

In this mimeographed volume, Prof. Thomas Barnhart, Professor of Journalism at the University of Minnesota and the author of "Weekly Newspaper Management" and "Newspaper Sales Promotion," has prepared a thorough bibliography of the weekly newspaper field for the use of all those needing reference and research material concerning weekly papers.

The volume, in preparation for 18 months, covers the years from 1925 to 1941 and lists a total of 1,200 books, articles, theses, pamphlets and other material. Those chosen were selected from some 3,000 cards which form a permanent record at the University of Minnesota. The 3,000 cards, in turn, constitute a list selected from more than 5,000 books, articles and such pertaining to the weekly field.

The material listed covers every conceivable subject in the weekly field—so if there's any particular problem bothering you, you'll find a discussion, a book or an article about it listed here.

Books and Authors

Those interested in assembling a library of books pertaining to journalism, or engaged in journalistic research, will be interested in knowing that Robert X. Graham, of the University of Pittsburgh, has recently prepared a revised edition of his "Bibliography in the History and Backgrounds of Journalism." The booklet, whose 20 pages list more than 600 titles and authors, can be obtained from the Journalism Department, University of Pittsburgh, Pittsburgh, Pa., at 25 cents a copy.

Quentin Reynolds, *Collier's* great war correspondent, was regaling a group of friends at New York's Stork Club during his recent trip home with tales of experiences in London. "Why in the name of all that's holy didn't you keep a diary?" demanded Bennett Cerf, of Random House. "But I did," replied Reynolds. "It's in my rooms at the Ritz Tower now!" Cerf let out a yell of triumph, dragged Reynolds into a cab and was back at the Stork Club in 20 minutes with the diary under his arm. Random House is publishing it this month.

Pres. Dilliard Appoints 1941 SDX Committees

Journalistic Leaders to Direct Fraternity's Major Activities

WITH the completion of the committee on Historical Sites in Journalism to carry out the newest project of Sigma Delta Chi, professional journalistic fraternity, Irving Dilliard, editorial writer for the St. Louis *Post-Dispatch* and president of the fraternity, announces all committee appointments for 1941.

The fraternity's 1940 national convention adopted a program providing for the marking of noteworthy historical sites in journalism. The national organization will erect a marker at one site each year to commemorate the spot or event, and the individual chapters are to be encouraged to do likewise in their own states.

Floyd C. Shoemaker, editor, the *Missouri Historical Review*, Columbia, Mo., will serve as the first chairman of the committee which will collect information about historical sites throughout the country, and provide for the markings.

The other members of the committee are: Lloyd Lewis, *Chicago Daily News* sports and drama editor and a historian; Jonathan Daniels, editor, the *Raleigh (N. C.) News and Observer*; John Temple Graves II, editorial columnist, the *Birmingham (Ala.) Age-Herald*; George Fort Milton, former publisher and editor of the *Chattanooga News* and later the *Tribune*; Douglas S. Freeman, editor, the *Richmond (Va.) News Leader*; Tully Nettleton, editorial writer, the *Christian Science Monitor*, Boston; Frank Luther Mott, director, the University of Iowa school of journalism; Carl W. Ackerman, dean of the Graduate School of Journalism, Columbia University; Alfred M. Lee, department of marketing, New York University; Kirke Mechem, editor, the *Kansas Historical Quarterly*, Topeka, Kan.; and Richard L. Neuberger, Pacific Coast correspondent for the *New York Times* and a staff writer for the *Portland (Ore.) Oregonian*.

TO administer the fraternity's awards program in the professional field, including the Distinguished Service Awards in General Reporting, Foreign Correspondence, Editorial Writing, Washington Correspondence, Radio Newswriting, Editorial Cartooning, and Research, Mr. Dilliard has appointed the following Committee on Professional Awards:

Richard L. Wilson, Washington Correspondent, the *Des Moines Register & Tribune*, chairman; Wayne Gard, editorial writer, the *Dallas News*; William A. Daugherty, editorial writer, the *Kansas City (Kans.) Kansan*; John L. Meyer, secretary-treasurer, the *Indland Daily Press* association; Neal Van Sooy, publisher and

Initiated into SDX at University of Iowa



Pictured above are the six professional Iowa newspapermen and the undergraduate student who were initiated into the University of Iowa chapter of Sigma Delta Chi, Feb. 16. Left to right are J. Lewis Papes, publisher, the *Marion Sentinel*; James W. McCutcheon, editor, the *Mt. Vernon Hawk-eye-Record*; Ted M. Metzger, manager, the *Iowa Associated Press* bureau, Des Moines; C. A. Doxsee, publisher, the *Monticello Express*; Clarence Johnston, managing editor, the *Ottumwa Daily Courier*; Dale Boyd, junior journalism student from Pocahontas, Iowa, the undergraduate, and G. W. Aasgaard, editor, the *Lake Mills Graphic*. James R. Young, former Far Eastern correspondent for *International News Service*, spoke at the School of Journalism's annual Wayzgoose banquet following the initiation.

editor, the *Azusa (Calif.) Herald*; A. A. Applegate, head, Michigan State College department of publications, East Lansing; Mitchell V. Charnley, University of Minnesota department of journalism; and Barry Faris, editor-in-chief, *International News Service*.

Prof. Charles E. Rogers, head, Iowa State College department of technical journalism, has been named chairman of the Undergraduate Awards Committee. Other members of the committee and the programs they will supervise are: In charge of the Scholarship Award, Douglas W. Miller, Syracuse University school of journalism; Eugene W. Sharp, University of Missouri school of journalism; M. G. Osborn, head, Louisiana State University school of journalism; and A. Gayle Waldrop, University of Colorado college of journalism.

In charge of the Student Newspaper Contest: John Paul Jones, Jr., University of Illinois school of journalism.

In charge of the Undergraduate Photography Contest, Floyd G. Arpan, Medill School of Journalism.

CARLOS QUIRINO (Wisconsin '31) is the author of the recently published *The Great Malayan*, a biography of José Rizal, the greatest martyr and hero of the Philippines. Quirino, who also is the author of *Quezon: Man of Destiny*, a biography of the first president of the Philippines, served as a reporter on several American papers before returning to Manila. He worked on papers there, also in the Manila bureau of the *United Press*. He is at present connected with the Department of the Interior as Technical Assistant and Researcher.

W. CLIFFORD McDOWELL (Stanford Professional) and JACK S. McDOWELL, formerly publishers of the *Turlock (Cal.) Journal*, have acquired a half interest in the Eugene (Ore.) *News*, it was recently announced by Arthur W. Priaux (Oregon Professional.) Priaux will be editor-in-chief, Clifford McDowell, business manager, and Jack McDowell, managing editor.

Wolf!

[Concluded from page 14]

a good item for your own weekly and may be used in a neighboring daily. If you have noted that the daily newspaper circulating in your community publishes items of that nature, send it in to them.

Needless to say, the birth of a baby to Mr. and Mrs. would not be used by the *UP* unless: (1) the baby was born with four legs or there was some other peculiar circumstance surrounding the birth; (2) the baby was the son or daughter of some prominent man or woman; (3) the father was 96 years old, the mother 14, or (4) the baby weighed three pounds.

In other words, each news article must be tested for the extent of its interest: purely local and suitable for a weekly or neighboring daily or of wide interest to a large number of readers and suitable for the nearest metropolitan daily or press association.

By keeping constantly alert for any kind of a story, large and small, by classifying it immediately for its importance to a weekly, daily, press association, or perhaps magazine, you may boost that \$12.50 or \$15 or \$20 a week salary on a weekly to \$17.50 or \$22.50 or \$30 a week during a year.

I have found that there is almost no limit to the amount that may be earned—providing that the correspondent is diligent, ambitious, and knows what is news.

If you have hesitated in entering the weekly field because the prospects for a substantial pay check were not as large as you had hoped, remember that your chances for increasing it are as unlimited as you want to make them.

Take advantage of your editorial position to sort out the news which may be used in other publications and you too may find, just as I have found, that editorial work on a weekly can easily and profitably be combined with correspondence for dailies and press associations.

Journalistic gold is where you find it.

WHO · WHAT · WHERE

WILLIAM COSTELLO (Minnesota '33), formerly with the Honolulu (T. H.) *Star-Bulletin*, and the Omaha (Neb.) *World-Herald*, recently took a position with the Chicago office of Columbia Broadcasting System.

J. PARRY DODDS (Iowa State '40) is an instructor in the Department of Agricultural Economics and Farm Management, Massachusetts State College, Amherst, Mass.

CHARLES S. RITTS (Iowa State '40) is connected with the Chicago firm of Holabird & Root, architects.

CARL ROCHAT (Kansas State '40) has joined the staff of the Effingham (Ill.) *Daily Record* as reporter.

PRENTISS COURSON (Georgia '29) recently left his position as telegraph editor of the Augusta (Ga.) *Chronicle* to join the Atlanta (Ga.) *Journal* staff as a copy reader.

WILLIAM A. DRAVES (Wisconsin '40) is now sports editor for the Wisconsin Rapids (Wis.) *Daily Tribune*.

AL MAKINS (Kansas State '40), managing editor, the Manhattan (Kan.) *Chronicle*, received orders March 12 to report to Fort Riley, Kan. for a year's active duty as Assistant Public Relations officer. He is a Second Lieutenant in the Reserve Corps.

WILLIAM HOWARD TAFT (Missouri '38) is a member of the publicity department of Hiram College, Hiram, O. He formerly was connected with the Blackstone Military Academy at Blackstone, Va. Before leaving Blackstone he married Miss Myrtle Adams of that city.

BEVERLY JONES (California '25) is associate producer of "The March of Time."

EARLE H. SMITH (Kansas State '15) is news editor and newscaster for radio station KMBC, Kansas City, Mo. Smith was president of the Kansas State College chapter of Sigma Delta Chi when it was installed. He began newspaper work in Kansas City following graduation, left for two years to teach flying during the World War, and then returned as managing editor of the old Kansas City *Journal*. Smith again left journalism in 1928 to build airplanes, and went into the radio field in 1935.

EMANUEL ROTH (Penn State '40) is employed by the Acorn Press, Inc., Ridgefield, Conn., publisher of the *Ridgefield Press* and the *Wilton Bulletin*.

Prof. Leatherwood Dies



Dowling Leatherwood

Dowling G. Leatherwood, 27, assistant professor of journalism at Emory University, Atlanta, died March 10 following an emergency operation. He was buried at Gainesville, Fla.

Author of the book, "Journalism on the Air," Leatherwood was graduated with high honors from the University of Florida. He received the Dillon trophy, given annually to the graduate showing promise of doing the most for Florida journalism, and the Sigma Delta Chi scholarship award.

Following his graduation, Leatherwood worked for a time on the *Suwannee Democrat*, Live Oak, Fla., before returning to the University as an instructor in journalism. He received his master's degree from the University of Wisconsin in 1938, and then joined the journalism faculty at Emory University as an instructor. He was appointed an assistant professor in 1939. Leatherwood was a member of the American Association of Teachers of Journalism committee on radio, his specialty.

Initiated into Sigma Delta Chi while doing graduate work at Wisconsin, Leatherwood was a sponsor for the Emory Press Club which received a charter from the fraternity on April 12.

GEORGE E. JOHNSON (Southern California '40) has joined the publicity staff of the Western Electric company, Chicago, and will serve as assistant editor of the company magazine, *Microphone*.

BERT POPOWSKI (South Dakota State Professional) is now connected with the K. O. Lee Company, Aberdeen, S. D., in an advertising and sales promotion capacity.

DONALD THACKREY (Kansas State '40) has been named to the editorial staff of the Fremont (Neb.) *Tribune*.

ARTHUR ROBB (W & L Professional), editor of *Editor & Publisher*, **JOHN COWLES** (Drake Professional), president of the Minneapolis *Star-Journal*, and **DR. FRANK LUTHER MOTT** (Iowa Professional), director of the University of Iowa School of Journalism, were awarded honorary degrees by Boston University March 13 during the University's two-day observance of its Founders' Day. Robb received the degree of Doctor of Letters, Cowles the Doctor of Laws degree, and Mott received the Doctor of Humanities degree. The degrees were awarded in connection with exercises commemorating 250 years of press freedom in America.

Others receiving honorary degrees in recognition of their contributions to the press were **HENRY LUCE**, editor of *Time*, *Life* and *Fortune*; **HERBERT AGAR**, editor of the Louisville (Ky.) *Courier and Journal*; **LEWIS O. HARTMAN**, editor and manager of *Zion's Herald*; and **J. ELMER MORGAN**, editor of the *Journal of the National Education Association*.

PAUL MILLER (Oklahoma '31), for three years chief of the Philadelphia bureau of the *Associated Press*, has been appointed executive assistant to the general manager in charge of AP membership and promotion. Miller has been with the Associated Press since 1932, and has served in the Columbus, O., New York, Kansas City, Salt Lake City, Harrisburg, and Philadelphia bureaus.

C. J. HUNT (Minnesota Professional), editor of the Faribault (Minn.) *News*, recently was elected president of the Northwest Daily Press Association.

CLAUDE A. MAHONEY (DePauw '28), who for the past five years covered the White House for the *Wall Street Journal*, has left that position to join the staff of the *Washington Evening Star*.

JOHN SPAULDING (Grinnell '39) has resigned his position as managing editor of the Cedar Falls (Ia.) *Daily Record* to accept a position on the *Des Moines Register & Tribune*.

30

DAVID C. MOTT, 83, veteran Iowa newspaper editor and publisher and the father of Dr. Frank Luther Mott of the University of Iowa School of Journalism, died March 8 in a hospital in Cherokee, Okla.

Going Into Training?

Wherever you go, whatever you do, The QUILL will follow you—IF you keep the circulation department informed.

If you are going into military training for Uncle Sam, changing jobs, moving to the next state or street, make sure you promptly notify—

The QUILL

35 East Wacker Drive Chicago, Ill.

THE QUILL for April, 1941

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AS WE VIEW IT

Why Society Pages?

WHAT real purposes do the so-called society sections of the newspapers serve? Why are they published?

Is it because they have become traditional—because papers have had such sections for years and continue them rather than make any change? Is it because the advertisers demand such editorial copy for their advertising dollar?

Is the reader-interest in such sections as high as we've been led through the years to believe—or are surveys which place them far below the news, sports, roto and other sections all wrong?

WITH all of the world-shaking events that are taking place; with all of the scientific and social advancement being made; with all of the problems facing humanity in every field, it seems sort of silly to turn from news pages recording such stories to the society sections carrying 8-col. headlines such as these:

Hilda Horsehoof and Barny Balderdash to Stage
Scavenger Party

★

The McSmarts Dedicate Unusual Rumpus Room
with Masquerade

★

Van Snorts Entertain at Dinner for the Giltedgeds from Boston

★

Debutante Darlings Give Their All for Sweet Charity's Sake!

The world may be going to pot, but, my dear Mrs. Cornycastle, we must see that it goes there with bells and frills on!

WHO is it that decides whom shall be included in the society columns and whom should be, as Mr. Goldwyn puts it, "included out"?

What is the basis of selection? Is it money alone? Is it the importance of the family in the economic life of the city; is it on the basis of culture, achievement, of distinction in various fields? Is the selection made on the basis of good contributed to mankind?

The answers vary, no doubt, from town to town and from paper to paper. But the question of **WHO** gets into the columns and who does not—how and why distinctions are made—is something difficult for even a veteran newspaperman to figure out.

In most cases, one might guess, the problem is dumped into the lap of the society editor and her or his staff and she, or he, or they, somehow draw the lines, erect the hurdles and barriers—perhaps with the assistance of the local social arbiters—which separate the sheep from the goats.

Everyone who has had any contact with ambitious mothers and marriageable daughters knows they will do almost anything—pose for the silliest sort of pictures—in order to appear in the society pages.

SOCIETY sections, this department contends, do, have done and are continuing to do more harm than good.

They are not only the mirror but largely the spur that drives families on in the mad race to keep up with the Gotroxes.

They have helped stir up class hatred, to create class distinction and social unrest.

They have been at least partially responsible, through their chronicling of social antics and ambitions, for the straining and breaking of family ties and relations, and for domestic unrest

and economic disaster in countless homes.

They are essentially undemocratic and have done much to emphasize the gulf between the haves and havenots, to set up friction between the so-called upper classes and the masses.

TOO farfetched? Well, consider. Industries shut down for seasonal or indefinite layoffs. Wages fail to keep pace with rising costs of living. Employees are discharged or face reductions in pay. Yet, at the same time, the social columns report lavish parties for the debuts of the

daughters of business and industrial leaders.

There are columns of type and countless pictures of fair ladies, faultlessly clad gentlemen and well-groomed horses in the society pages, while the news sections carry stories of relief kitchens, families on the welfare and WPA projects.

There are long accounts of glittering parties in smart cocktail bars, the great hotels, and the country clubs in the society sections—while the news columns report strikes, the horrors of migratory workers' camps, of subsistence rations, food stamps and such.

Does that create national unity? Help convince the young men and women whose names do not grace the social columns that they must fight to help preserve democracy?

THIS is no plea for communism—for a reduction of all incomes, all individuals to a common denominator. It is no argument for a soak-the-rich or a down-with-the-blue-bloods campaign.

It is simply a feeble attempt to suggest that the less class feeling, the less class distinction, the fewer social and economic barriers and differences between the people of a nation the better—that the happier the lot of the greatest number of people, the healthier that nation will be.

The greater the individual's stake in the success and future of a country—the more reason for that individual doing his or her part toward perpetuating the country and system that have made that stake possible.

It is to contend that society sections, as usually conducted, tend to foster class feeling and differences, to help create disunity rather than cement the different groups of a community and a nation into a unified society, if you please, that will work together for the good of all.

WHAT, then, to do with the society sections?

Here are a few suggestions: Keep on reporting the doings of the Van Snorts, the McSmarts, the Gotroxes and the Bilgewater. But somehow, along with them and perhaps in the same section, report the affairs of those not-so-blue-blooded.

Find room for reports of the activities of clubs, fraternal groups, community organizations and such. Pack in a lot of names and pictures. Let the blue-bloods have their inning but see that the healthy red-bloods have their space in the paper too.

Perhaps reorganize the society, woman's, club and fraternal sections, pages and departments into one large section that would really present a report of the organized social activities of a community.

Such a section, we'd wager, would have a far greater reader-appeal than most current sections, would give the advertiser an even better break for his money and would be of far more value to the preservation of our democratic system than society sections have been in the past and present.

•
"Our liberty depends on the freedom of the press and that cannot be limited without being lost."—THOMAS JEFFERSON.

AT DEADLINE

[Concluded from page 2]

"'Crusty'?" we grinned. "Does he live up to his nickname?"

The executive flicked an eye at the clock, sort of to gauge how much time he could spend on such a subject, and said:

"One evening last week I was working late, and for some reason Crusty was here, too. At night, the only phone that's connected is the one just outside my door. Well, around 7:45 I heard Crusty speaking to another office boy:

"'I feel like dancin' this evenin'," said Crusty. 'I guess I'll getta date with Sandra.'

"'No use callin' Sandra,' the other boy came back, 'She's dated up with Tom.'

"'Where they going?' Crusty pried. 'Their church's givin' a young people's dance.'

"'Aw,' from Crusty, 'That's a cinch. You lissen.'

"Crusty dialed a number," the executive went on, "and what I heard was as follows:

"'H'llo, zat you Sandra? Whatcha doin' tonight? Whaat? Well, isn't ZAT goin' to be a hot party! Wouldn't you rather come and dance with me at the DAC? . . . Sure you would, Sandra. Aw, ditch Tom. He's a flub-wub anyway, but me, I'm hard to get. Whatcha say? . . . Okay I'll be around about nine.'

"Crusty pronged the phone.

"The other boy hissed: 'You don't belong to no DAC.'

"Crusty didn't answer. He was busy dialing himself into the following:

"'H'llo, Bill. Say, Bill, Sandra and I are steppin' out this evenin'. Yeah, Sandra. How's for gettin' your dad to fix it up for us to go over to the DAC? . . . Huh? . . . Why sure I mean you and Mabel to come along . . . Huh? . . . Well, I can't get MY dad's car either . . . But it's all set, if I c'n get somebody to drive us? Okay, I'll be callin' you back soon. Slong.'

"More dialing, then: 'Hello, Sam. This is Reginald. Say, Sam, could you getta swell date for this evening? It's like this, Bill and Mabel and Sandra and I are goin' over to the DAC to dance, and I thought maybe you'd like to see what it's like over there. Huh? Aw, no, Sam, you don't hear to wear a Tuxedo at the DAC except at formals. You would? That's fine.

"'Well, Sam, who's goin' to drive? Oh, well, if you want to, Okay. 'S a matter of fact, that's swell, because Bill can't get his dad's car, and I did tell my dad this morning that I wouldn't be wanting our car this evening.'

"'Okay, you pick me up at Sandra's at nine. We'll go on and get Bill and Mabel. Huh? Aw, that's all right, Sam. I thought you'd like to.'

"And so," the executive ended

up, "and so I leave it to you, HCL, whether that boy deserves his name of 'Crusty' or not." He paused, glanced at us, and grinned. "I'll bet," he said, "I know what you're thinking. You're wondering why Crusty isn't in the sales department instead of still being an office boy. Well, he would be in the sales department, only it's just a matter of days now before Crusty starts taking over the U. S. Army."

HERE'S a little yarn we hope you'll get a chuckle out of—as we did. It comes from Earl Blake Cox, editor of the *Masonic Tribune*, published at Seattle, Wash., who clipped it from the "Top o' the Evening" column in the *Seattle Star*, conducted by Gil Brown and Sax Bradford.

Here's the piece:

"Leased wire services have a little trouble with their lines. Every now and then a tree will fall across a telephone line down near Centralia or lightning will hit a pole near Renton. Then you get what wire tollmen call 'hash,' or jumbled words on the news wires.

"Yesterday the *United Press* wire thru Portland and into Seattle apparently broke down in the middle, and the U. P. bureau machines began printing a paragraph which started: 'Interessengemeinschaft Farbenindustrie Aktiengesellschaft.'

"There was an immediate break in the line from the Portland operator frantically informing the point of origin that the line had broken down. 'We're getting hash,' they messaged.

"There was an awkward pause on the wire, then San Francisco came in with the disgusted message: 'They're a German factory name!' Wire operators blushed and went back to their work.

"At the end of the day's take, the wire closed with the query out of San Francisco: 'Sprechen ze Deutsch?'—'Do you understand German?'"

SOME months ago, as you may or may not recall, we quoted an obit of the old-fashioned flowery variety which we had found in the Jackson (O.) *Sun-Journal*. It began:

"On the clear cool morning at 5 o'clock on July 3, 1940, while the dew was still on the roses and the new day had arrived, the birds were singing and all nature was rejoicing, it was then that God above called a soul to the haven of rest and to join with others of his jewels.

That item prompted Arvid Jouppi, of the *Manistee County Pioneer Press*, published at Bear Lake, Mich., to send us an obit which appeared in that paper on a Friday 13th.

The obituary itself was a straightforward summary of the departed one's life—but the makeup man for some unexplainable reason got a club item mixed up with the obit so that the last paragraphs read this way:

"A service was held at the Langeland Chapel in Kalamazoo for relatives, friends and neighbors who could not attend the services at the Blaine Church Saturday afternoon held by Rev. H. M. Smart and vocal selections by Frank Jewell, with burial in the Blaine Cemetery.

"The next meeting place will be announced later."

"We are being razzed plenty," reports Jouppi, "but we blame Friday the 13th."

YOU all know, of course, the "man bites dog" formula or definition of news. That's why you'll no doubt get a grin out of the little yarn Henry Beetle Hough relates in his most readable "Country Editor."

Everett, a reporter on Hough's *Vineyard Gazette*, came into the office one day pretty proud of himself because he had happened upon a yarn that hit mighty close to the classic definition of news.

Everett's story, however, had to do with a man who had bitten a cow, instead of a dog. Seems the man was Everett's own brother, who had been milking when bossy planted a hoof very firmly on his foot.

The milker's hands being occupied, he yelled at the cow to move but she calmly chewed on. He yelled some more, and, when the cow still didn't move—considering that she was a clean cow—Everett's brother leaned right over and bit that cow in the leg until she removed her weight from his foot!

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Men who are available for those openings aren't psychic, either.

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YOU WOULDN'T THINK
this would FOOL a FISH,



The field is filled with interesting "lures" for those who take pride in keeping a mental creel packed with everything worth while that happens in the newspaper business—from a pressroom innovation to news-gathering novelties. Some of these journals really do prove worth a nibble; others are all fuss and feathers, as far as a concentration on the newspaper field is concerned—like looking for mountain trout off the Maine Coast.

A "Plunk-Oreno" is the best "popping" lure, guaranteed to get 'em when they rise to the surface. But, even so—sporty fish prefer LIVE bait.

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